"Yank at Oxford" M-G-M'S British Film, Doing Big Business.

CANADIAN MOVING PICTURE DIGEST

RAY LEWIS
Editor and Publisher

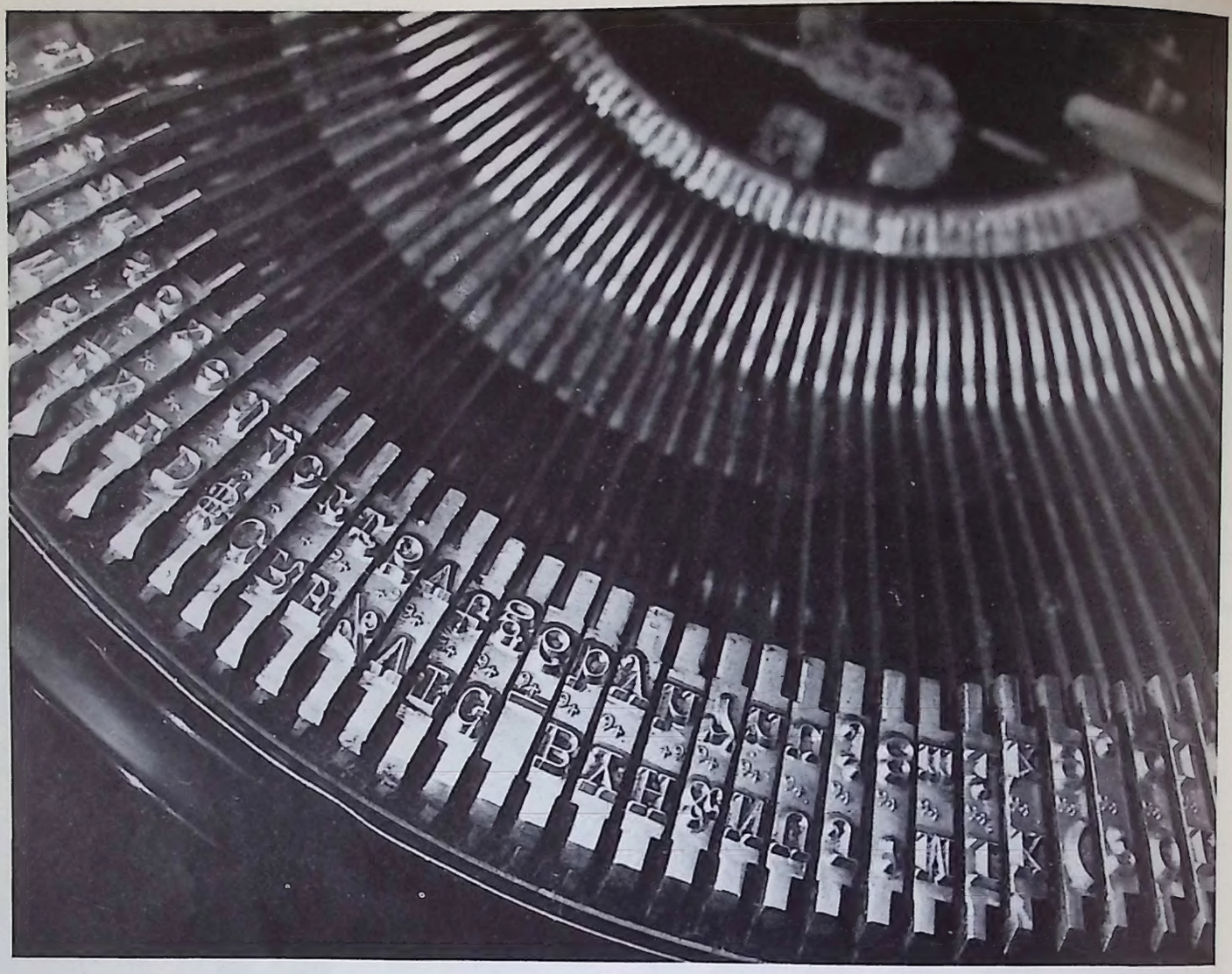
Vol. 29, No. 44 | TORONTO 2, CANADA | February 19th, 1938

WORD OF MOUTH!

Great Pictures become Great Box-Office Hits when they reach from the screen into the heart of the audience!

(*see next page*)

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
259 SPADINA AVENUE, TORONTO 2



VOICE OF THE PRESS!

Singing the praises
arousing public enthusiasm
echoing through the nation
acclaiming M-G-M's mighty audience thrill

"OF HUMAN HEARTS"

(M-G-M's $5,000 Nationwide Title Contest Picture!)

CLARENCE BROWN'S PRODUCTION

with Walter Huston • James Stewart • Beulah Bondi • Guy Kibbee • Charles Coburn • John Carradine • Screen Play by Bradbury Foote

Based on the story "Benefits Forgot" by Honore Morrow • Directed by Clarence Brown • Produced by John W. Considine, Jr.

Canadian Moving Picture DIGEST

Established 1915
Publication: Weekly
Subscription: $2.00 yearly
JAMES LEWIS SMITH
Associate Editor

Digest International Press Film Service syndicating 500 leading newspapers in Canada, U.S.A. and Great Britain.

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THE LITTLE PAPER WITH THE BIG IDEAS
"Easy to Digest"

Published by
Canadian Moving Picture Digest Company, Limited
259 Spadina Ave., Toronto
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Cable: Raydigest

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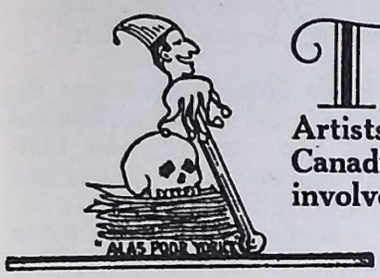
UNITED ARTISTS CHALLENGE BIG CIRCUIT IN CANADA



THERE is a battle of the giants going on here. United Artists and Famous Players Canadian are the principals involved. The battle started on the question of percentages. Famous not getting its way refused to play United Artists pictures, which gave The Independents a Great Break and apparently is satisfying United Artists.

Years ago, the Madison, Toronto, owned by the late John Brady, played Eddie Cantor in "Whoopee". It was more evidence that there was a percentage battle between Famous Players and United Artists. The Madison made more money out of "Whoopee", giving United Artists a fifty percent, than it could have made out of several other flat rental pictures. United Artists got what it wanted out of a two week's run also!

To-day, "Hurricane" is having from five, six, seven and as much as eight weeks at certain theatres. It sounds like the good old days when "Mickey", with Mabel Normand, packed the old Grand Theatre for 16 weeks. When "The Better 'Ole" and "Sunshine Susie", both British pictures, gave Toronto the thrill of its life by staying on and on, just like "San Francisco" and "The Awful Truth".

The United Artists is a Major Company. It is advertising that it can get along very profitably in Canada without the Famous Players Circuit.

This should be news to the other Majors, to the Independents in Canada, the latter who up to this time may not have had the right idea of their importance.

EATON'S AUDITORIUM PLAYS "PETER THE GREAT"

A FOREIGN film made in Russia, called "Peter The Great", played Eaton's Auditorium, which is a theatre in a department store, to over five thousand people on the opening day.

The following day it turned away hundreds of people. Had this theatre had available time, "Peter The Great" could have played for several weeks! Now, we understand, the big circuit in Canada is anxious to look at the picture! Which goes to prove that a picture of Quality will attract patronage wherever it is played.

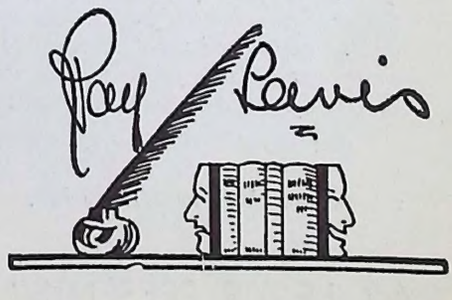
It is not the theatre, but the picture which the public pays to see!

The Press was divided in its opinion as to whether "Peter The Great" was propaganda. It appears that "Peter The Great" was free of this Quality, but a short reel which preceded the picture, and which presented a portrait of Stalin and some healthy-looking Youth of Russia on the march, was called propaganda.

It is curious that we fail to call pictures of Hitler with the Swastika flying in the background, and Nazis on parade propaganda, nor do we call Mussolini and Fascists on parade propaganda, although these are frequently contained in our Newsreels.

It looks as if Fascism or Nazism is in better society than Communism, the slightest mention or picturization of Russia appears to make even an Anaemic people see "Red".

For our part, "Peter The Great" is an excellent picture, and even with our brain, which is prone to delve into hidden channels, it was impossible to discover even a "pink" suggestion.



RAY PRESENTS

RAY LEWIS

PRINCESS SNOW WHITE is in Toronto, with her retinue of Seven Dwarfs. H.R.H. held an informal audience at the RKO Screening Room, and several of the motion picture critics were present.

Princess Snow White is very beautiful, a real Cinderella of fairy fame. The Seven Dwarfs are such homely little men that they are positively handsome, in fact they have such winning ways that I feel certain every little girl will be asking Santa Claus to place one of these little dwarfs, or perhaps the seven of them in her stocking.

"Dopey" is my favorite, because he is so clever; and "Bashful", yes, I like "Bashful", because he reminds me of the first boy at Collegiate, who asked me to promenade with him at one of the "evenings" held there. No dancing was allowed. You took your boy friend's arm and walked up and down a long corridor. My, but it was thrilling!

"Grumpy" is such a crab, but so human in his disposition to always prophecy doom, like so many people I know, you know the kind, "I told you so", that I cannot help but like him also. There is "Sneezy" with his affliction, and "Happy", always optimistic, always smiling. There is "Doc" who gets his words twisted, and "Sleepy" always ready for food and bed.

There are Disney's birds and fawns, rabbits and squirrels, the Kingdom of Woodland with its creatures so friendly to Man.

THERE is a Prince Charming, and his white horse, upon which he seats his little Princess, Snow White, after the first kiss of love has awakened her from the sleep of Death, caused by eating the poisoned apple given to her by her stepmother, the Wicked Queen.

"Mirror, mirror in my hand,
Who is the fairest in the land?", asked the wicked Queen, and the Magic Mirror which mirrors Truth, told the Wicked Queen, that she was fair, but the Princess Snow White was fairer!

The Wicked Queen could not bear the Truth, for she loved herself better than anything or anyone on earth, and she desired to be the most fair. She was, also, jealous because the Prince Charming loved Princess Snow White.

And so, this Wicked Queen plotted to have one of her yeomen take Snow White into the woods and there to destroy her.

Something in the face of this yeoman made the Wicked Queen suspicious, that this always faithful servant would fail her this time, and so, she commanded him to bring her the heart of the little Princess for proof that he had killed her.

THE yeoman took his little Princess into the woods, but just where it was not too wooded, and where the ground was carpeted with wild-flowers; and Princess Snow White danced and sang as she gathered a bouquet of posies.

A little bird sat upon a stump of a tree, twittering mournfully, and Princess Snow White talked to it, telling it not to be afraid.

The Wicked Queen's yeoman looked at the little Princess. He felt sad, to think that he had been commanded to kill her, but he feared the power of the Wicked Queen, whose knowledge of Black Magic had earned for her a less regal title than that of Queen — the ugly name of Witch! And so, while Princess Snow White tried to find the mother of the little baby bird which was lost in the woods, the yeoman drew his knife from his belt to slay Snow White.

POOR Princess Snow White, doomed to die, because she was beautiful. But, as Snow White turned around and saw the uplifted knife in the hands of the yeoman whom she believed to be her friend, she cried out and covered her eyes with her hands — but she did not run away.

It was too cruel a deed for the yeoman, who in a frenzy of fear and compassion called out to the Princess, "Be gone, go, go, go, into the woods, deep into the heart of the woods. Fly, fly, fly away from the Wicked Queen who has commanded that I kill you. Go, go, go."

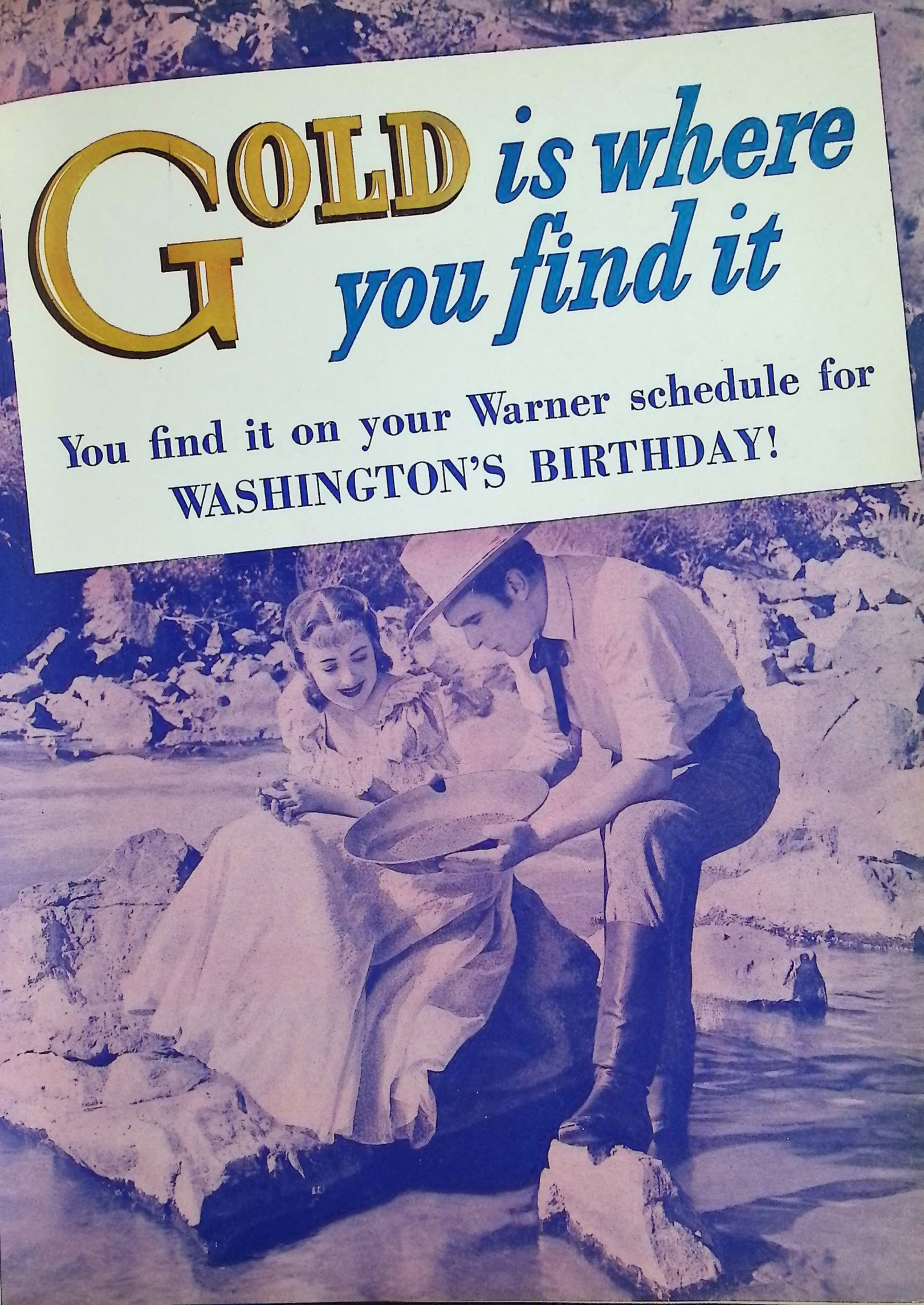
Princess Snow White flew like a frightened deer, deep into the woods, where the foliage was thick and damp, where trees with branches like the withered fingers of some old crone reached out to grasp her! On, on, on she ran, fear giving speed to her limbs. The owls, the toads and the damp moist creeping things magnified themselves, became revitalized and were hugely pic-to dispel her fears.

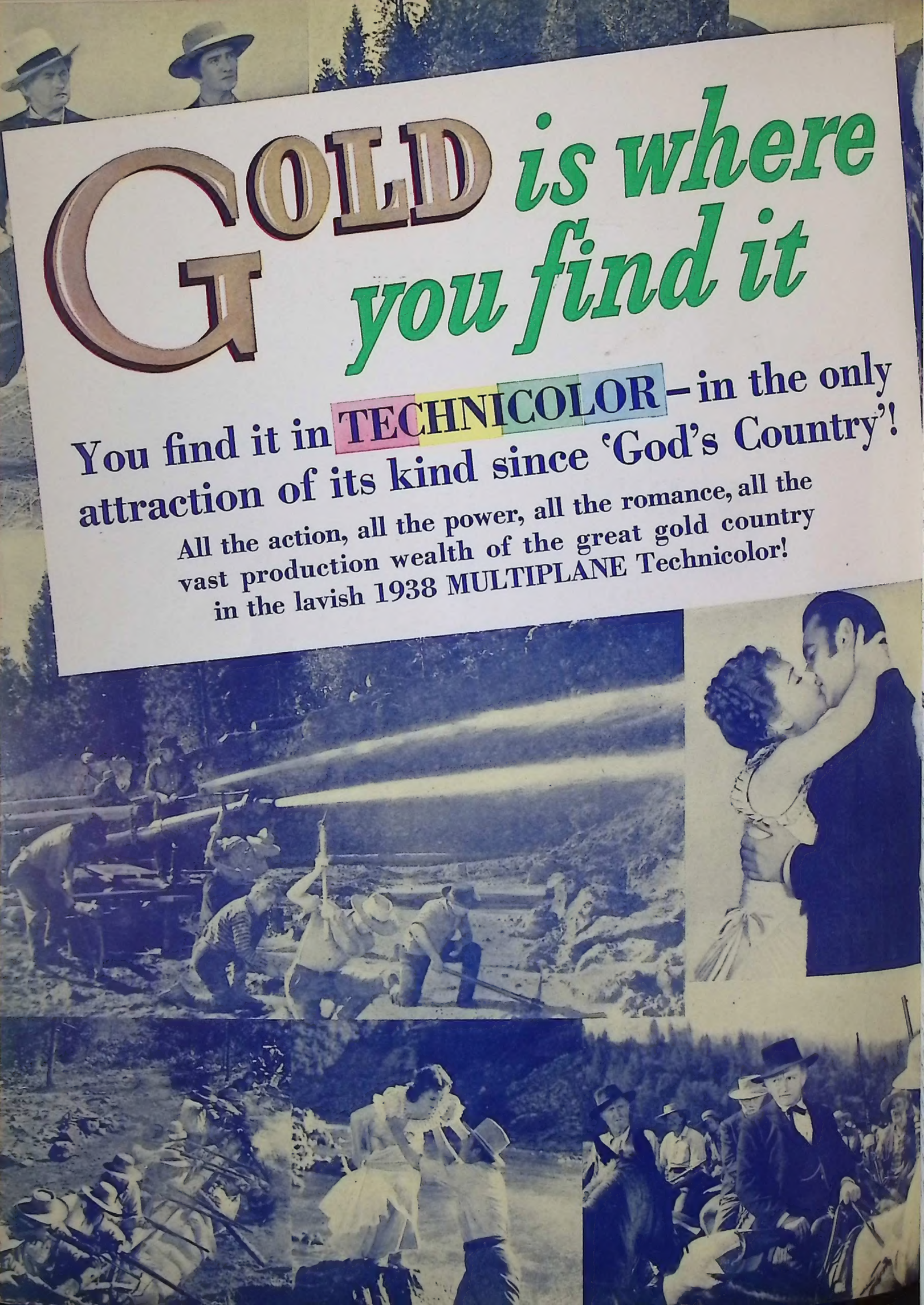
Finally, she fell, exhausted, sobbing, upon the ground; and the friendly little creatures of the woods, the rabbits, the squirrels, the fawns, the birds of the air, came to give her comfort; and to dispel her fears.

They guided her through the woods, to a little house where she could find shelter, for said

(Continued on Page 9)

"RAY LEWIS PRESENTS" SCREEN CELEBRITIES, REVIEWS AND NEWS, EVERY WEDNESDAY EVENING, 8.30-8.45, STATION CKCL, TORONTO.


GOLD is where you find it
You find it on your Warner schedule for
WASHINGTON'S BIRTHDAY!


GOLD is where you find it
You find it in TECHNICOLOR—in the only attraction of its kind since 'God's Country'!
All the action, all the power, all the romance, all the vast production wealth of the great gold country in the lavish 1938 MULTIPLANE Technicolor!

Digest Reviews and Previews

every member of which contributes generously to the success of the picture.

Edward G. Robinson, former gangster and bootlegger, goes legitimate with the repeal of prohibition, turning his former "still", into a regular brewery, and taking his former mobsters into business with him, in various capacities. When Robinson's and Ruth Donnelly's daughter, Jane Bryan, returns from Europe where she had been educated, the whole outfit goes highbrow in order to impress the girl's fiance's father. The result is a panic, especially when four other gangsters are found murdered in Robinson's home, and when Edward G. brings a tough orphan in to live with him.

Laughs are divided equally between Robinson, Ruth Donnelly, Allen Jenkins, Edward Brophy, Harold Huber, and 13 year old Bobby Jordon, the latter as the tough orphan kid. Jordon, I believe, was one of the tough gang of boys in Goldwyn's "Dead End", and a member of the original stage cast. Others in the picture include Willard Parker as Jane Bryan's fiance, Paul Harvey, Margaret Hamilton, George E. Stone, Joe Downing, John Litel and Eric Stanley.

Exhibitors, sell this picture for all it's worth, and it's worth plenty. Hail it as another "Three Men on a Horse", or any other outstanding comedy you can think of that did business at your house, but I don't advise a tie-up with your local orphanage.

Produced by Sam Bischoff. Running time, 85 minutes.

EXCHANGE AND EXHIBITOR NOTES

Gordon Calhoun of the Capitol, Aylmer, was in Toronto, Monday.

The Forest Hill Village council has granted permission to the Village Theatre, Manager Jack Purves, for a parking lot at Relmar Road and Lonsdale Ave.

R. L. Billington, Majestic, Dundas, was in town this week.

Mel Gow, manager of the new Capitol, Nanaimo, B.C., just missed getting into the money in the recent F.P.C.C. managers competition. He finished with a total of 119.76% approximately 2% behind the last winner.

Sam Russ of the Gaiety, Collingwood, a Toronto visitor.

A Windsor, Ont. paper says "Hooey" to the story that had there not been two operators in the booth of a Toronto theatre recently, when the man operating the machines dropped dead, there would have been a fire. Perhaps the Projectionists Union would care to answer this. The Windsor paper states, "There's no danger of fire in the modern projection room . . . unless the operator is sneaking a smoke, which sometimes happens or he lights a match to look for something on the floor".

Fred Guest of the Delta Theatre, Hamilton, was in Toronto this week.

A. Rappaport, Hollywood Theatre, Campbellford, a Queen City visitor.

Mr. Frank Gilbert, out-of-town salesman for Warner Bros. stayed in Toronto last Wednesday, to complete some deals.

Plans are almost complete for a new restaurant in the Film Exhange Bldg. in Toronto, for employees of Empire-Universal Films, Associated Theatres and Hanson Theatres.

Old time shareholders of Famous Players may bring action against Paramount, protesting exchange of shares. Reports reach us that officers of the old company in New Yark are being examined re the transfer.

L. Lush, Berford Theatre, Wiarton, seen around the Toronto exchanges last week.

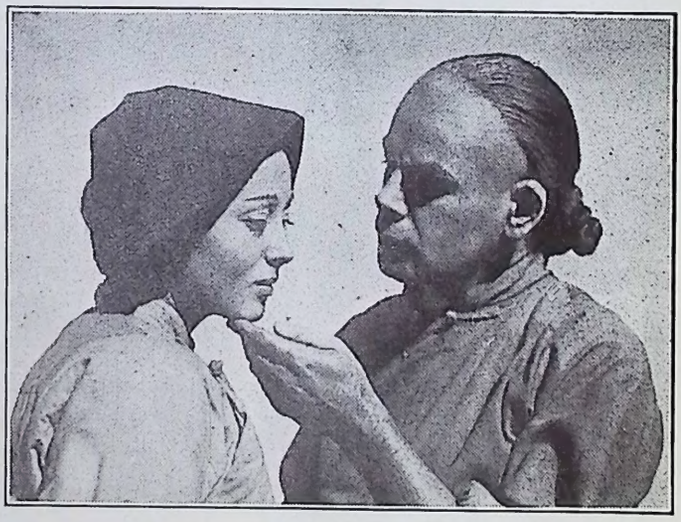
Rumours definitely point to formation of a new film company in Canada.

"Jay L."

Sing Song Saves the Day

THE value of community singing, which has been such a popular feature of Tuesday evenings at the Capitol Theatre, Saint John, was shown recently when, at the Drama Regional festival held at the Princess Theatre, Saint John, during a severe storm all lights in the theatre went out just as the Adjudicator was making his criticisms from the stage. It was several minutes before even candles could be brought and someone started singing a popular song which was immediately taken up all over the theatre, and any idea of a panic averted.

—Alice T. Fairweather.



Paul Muni and Luise Rainer in a scene from M-G-M's "The Good Earth", which has been nominated for the Academy Award for the best picture of 1937.

M-G-M's "Man Proof" Good $30,000, Chicago, 1st Week.

DIGEST
CELE

CECIL B. DE MILLE

CECIL B. DE MILLE, whose recent production "The Buccaneer", for Pa mount, proves that Mr. De Mille, a pioneer in the production of mot pictures in this Industry, is still one of its greatest Box-Office produc impressarios, was born August 12, 1881, at Ashfield, Mass. His pare Mathilde Beatrice Samuel and Henry Churchill De Mille, were playwrig He was educated at the Pennsylvania Military College, Chester, and recei his dramatic training at the American Academy of Dramatic Arts, New Y City. Prior to his entry into moving pictures, he was well-known as actor and playwright, a manager and producer of stage plays, as well a theatrical agent through whom many authors found a market for t literary wares. At the time Producers Distributing Corporation merged Pathe Exchange, he was one of the Associate Officers of the former co pany. From 1928 to 1931 he produced the De Mille pictures for M-G- among some of his big pictures were, "The Ten Commandments", "The Vo Boatman", "The Road to Yesterday", and "The King of Kings". "Dynam another big feature picture, was made for M-G-M, and in 1931 he produ another well-known picture called "The Squaw Man. In 1932 he produ "The Sign of the Cross" for Paramount. He also produced and direc "Cleopatra", and in 1935 again made motion picture history, with such o standing productions as "The Crusades" and "The Plainsman", the la made in 1936. In 1928 he received the Decoration of The Order of The H Sepulchre, which was conferred in Jerusalem. Mr. Cecil B. De Mille been most successful in his productions of historical pictures and his hand of religious characters and themes.

LOUIS B. MORRIS, one of England's most popular exhibitors, was born in the City of London. He has built approximately 40 theatres in England, and is still building, remodelling and buying. He is largely responsible for the property developments in the Wembley District of London, where he built a recreation centre, including a theatre, dance hall, bowling alley, etc., etc. He is at present very much in the limelight with the opening of his new Regal Cinema at Walton in March, and the building of three new cinemas at Bridlington, at Grays in Essex, and at Loftus in Yorkshire. Incidentally, he is interested in World-Wide Pictures Ltd., International Film Distributors, and is about to launch a weekly fan publication called "Pleasure", which will cover every phase or entertainment in London. Mr. Morris is married and has two children, both boys. Before entering the Industry, he spent 12 years of his life in a coal-mine in England.

LOUIS B. MORRIS

JOSEPH L. MANKIEWICZ, one of M-G-M's most successful producers, was born at Wilkesbarre, Pa. He started his career as a writer with the Chicago Tribune, going to Berlin for the paper as assistant correspondent. He became associated with the UFA company at Berlin, translating subtitles of German films into English. In 1929, Mankiewicz returned to America, going to Hollywood where he joined his brother Herman, in a writing capacity at Paramount. In addition to titling pictures, he wrote the dialogue for "Fast Company", and in 1934 collaborated on two pictures for M-G-M, "Forsaking All Others", with Joan Crawford and Bob Montgomery, and "Manhattan Melodrama", with Clark Gable, William Powell and Myrna Loy, winning the Academy Award for this latter picture with Oliver H. Garrett. In 1937 he advanced to the status of producer at M-G-M, producing four pictures, "Love On the Run", with Clark Gable and Joan Crawford, "The Georgeous Hussy", starring Joan Crawford; "Fury", with Spencer Tracy, and "Three Godfathers", with Chester Morris.

JOSEPH L. MANKIEWICZ

RITY SERIES

SAM E. MORRIS

SAM E. MORRIS, in charge of Foreign Sales for Warner Brothers-First National, is also vice-president of the company, which executive office he has held since 1932. He was born at Oil City, Pa. He started in business with his father who was a manufacturer at Cleveland, Ohio, in which city Mr. Morris received his academic education. Acquiring the Home Theatre, and several other theatres in Cleveland, he started off in show business. Elected as chairman of the Film Committee of the Cleveland Chamber of Commerce, it was in the exercise of his duties in this capacity that he developed the politics and machinery of the Film Arbitration Boards. Later he joined the World Film Organization, becoming Exchange Manager, from which company he took the vice-presidency and general managership in New York of Select Pictures Corporation. He had now severed his connections with exhibition, devoting his energies and abilities in the direction of distribution, and later joined the Warner Bros. as head of distribution, assisting materially in the re-organization of the Sales Force, at the time that Warner Bros. acquired the Vitagraph Company. It was Sam Morris who was responsible for the opening of the British Studio activities of the Warner Bros., this company being practically a pioneer in the field of American film production of British pictures in Great Britain. He makes frequent visits to England supervising and directing the politics of the Warner Bros. interests there. Sam Morris is a popular figure in motion pictures, and his opinion in the general administrative policies of the Industry, outside of those which directly affect the Warner Bros. Company, are eagerly sought.

SAMUEL J. BISCHOFF, associate producer at Warner Bros., was born in Hartford, Conn., in 1891, and before joining Warner-First National Studios in 1935, had been with eight successive producing companies, including Tiffany, Columbia, and his own producing unit, Bischoff Productions. Since 1923 he has been in and out of positions as writer, director, producer and supervisor, in various Hollywood studios, but never into an executive job that did not rate, technically, as a promotion. Among his most successful efforts since joining Warners are listed, "Charge of the Light Brigade", which starred Errol Flynn and Olivia de Havilland; "Three Men On a Horse", that grand comedy with Frank McHugh; and "Slim", with Pat O'Brien and Henry Fonda. His latest and most successful production is the Technicolor feature, "Gold Is Where You Find It", starring George Brent and Olivia de Havilland. He is married to Harriet Wisgel, a non-professional.

SAMUEL J. BISCHOFF

EDWARD SMALL, leading figure in Reliance Pictures, which he formed in 1932 in association with Harry M. Goetz, is in the news these days, having signed a contract with United Artists to produce ten pictures for them during the coming year. He was more recently connected with RKO Radio, in the capacity of associate producer, having to his credit such pictures as "The Bride Walks Out", starring Ann Sothern, and "Sea Devils", with Victor McLaglen and Preston Foster. Most famous of all his pictures produced under the Reliance banner, was "The Count of Monte Cristo", which introduced Robert Donat to American audiences. He also produced "Transatlantic Merry-Go-Round", which first brought Jack Benny to the screen. His first picture for Reliance was "I Cover The Waterfront", starring Claudette Colbert, and he is credited with discovering Corinne Griffith, starting her on the road to fame in "Lillies of the Field". Eddie Small was born in Brooklyn, N.Y., February 1st, 1891.

EDWARD SMALL

British Film Digest

By WARD SHAFTESBURY

THIS column has never had a very high opinion of the British film publicity expert. Most of the time he never gets any further than the "pub". Hence let it not be thought that we are damning with faint praise when we say that we would eagerly trade ten Wardour Street publicity men for one aggressive cinema manager. In our experience, British managers are, on the whole, the best showmen in the world. They have to be. Most of them are employed by the big circuits — competition is keen — expectations are high. As a result, the manager is forced to resort to every stunt in the Showman's Catalogue to keep his theatre filled and his job secure.

The West End theatres of course usually go in for the more elaborate type of exploitation — many of them are owned by the bigger renting companies and thus can readily get Art Department co-operation. The Carlton of the past few weeks has been an outstanding example of clever showmanship. It has undergone a complete transformation in preparation for the showing of Paramount's "The Buccaneer". The theatre has been transformed into a representation of Jean Lafitte's pirate frigate, "La Confiance". The foyer has become the bridge, the staircases the fore and aft companions. Inside the auditorium, the old stage boxes have become crowsnests and the walls have been decorated to represent the shoreline with the pirate stronghold of Baratria in the background.

In the suburbs, exploitation is usually on a less pretentious scale. Here, the manager has to rely upon his own imagination, with little outstanding assistance from the renter. At Holloway, an ingenius front-of-the-house display was designed recently for "A Star Is Born". A huge comet was fixed to the front of the cinema, with a gigantic tail made of crinkled tinfoil. Four great coloured stars of the same lustrous material were suspended nearby and flashers were put on the canopy floodlights which, when focused on the display, made the stars sparkle. This showmanship is characteristic of the effort made by cinema managers to make their Box Offices show results. I remember seeing an original and effective stunt put on by a suburban manager for Laurel and Hardy's "Way Out West" -- the organist, dressed as a cowboy, played Western music while a "horse" (with two men inside), performed comical antics in the foyer.

It can be said without exaggeration that many a British picture, poorly publicized by the renting organization, has achieved Box Office success solely as a result of the vigorous and intelligent showmanship of the individual cinema managers.

Short Shots

"VICTORIA THE GREAT" has passed the five hundredth performance mark in its phenomenal run in London's West End . . . It is now booked to run indefinitely at the Polytechnic, Regent Street . . . The B.B.C. have just announced the possibility of their televising the famous Derby . . . the transmission will depend on the permission of the old-established Epsom Grand Stand Association . . . The first colour picture produced in India had its premiere at the Majestic, Bombay recently . . . Entitled "Kisan Kanya", the film was witnessed by His Excellency Sir Roger Lumley, Governor of Bombay . . . "The Hurricane" is breaking all records at the Odeon, Leicester Square . . . First day receipts topped the record previously held by "The Prisoner of Zenda" . . . The British Film Institute is conducting a search to track down and list the early Charlie Chaplin pictures . . . Illicit trading of days gone by make it difficult to determine authenticity . . . Two A.B.F.D. films mysteriously disappeared from the company's Manchester branch office . . . "Queen of Hearts" with Gracie Fields and "Laburnum Grove" were the films stolen . . . A new production unit with a program of six pictures for 1938 has been formed to operate at Pinewood Studios under the sponsorship of Captain Richard Norton . . . First film — "A Spot of Bother", with Robertson Hare and Alfred Drayton.

Some Leading Questions

THE Ostrer boys are in hot water again! The Gaumont-British Picture Corporation Shareholders' Committee have lodged with the Board of Trade an application for investigation of the affairs of the Company of which the Ostrers are head. The questions to be asked are not subtle ones! E.g., "How much of the company's issued share capital is to-day represented by net assets?" "How much of the money of the company has been paid by way of consideration for services rendered by any and if so which of the directors and/or members of their family and others not being routine employees and what services were in fact rendered?" "For what purpose and in what circumstances did Messrs. Isadore, Mark and Maurice Ostrer enter into the agreement of 1932 with Fox Films Corporation?" I imagine that these might well be called "leading questions".

M-G-M Stars to Play in England

I UNDERSTAND that it is very likely that Joan Crawford and Franchot Tone will appear at Robert Morley's summer theatre in Cornwall this year. Mr. Morley, at present in Hollywood playing Louis XVI in M-G-M's "Marie Antoinette" has invited a number of guest artists to his theatre.

News from the Studios

HERBERT WILCOX has just announced that Anna Neagle's next film role will be that of Lady Hamilton in a yet untitled film treatment of Lord Nelson's romance with this beautiful lady. The Napoleonic war will provide an exciting background for the story and the Battles of the Nile and Trafalgar will be filmed on a magnificent scale. Charles de Grandcourt and Miles Malleson, the team responsible for the script of "Victoria the Great" are again cooperating on this new subject . . . Vivien Leigh will play opposite Charles Laughton in the new Pommer - Laughton "Mayflower" production, "St. Martin's Lane". Miss Leigh is the beautiful and talented star of "Dark Journey" and again we prophecy a brilliant future for her in the film world . . . Geoffrey Toye, the famous conductor, has just returned from Hollywood with definite plans for the first series of Gilbert and Sullivan operas to be filmed. He has signed up Victor Schertzinger, maker of "One Night of Love" as director and the scripts have already been written and approved by Mr. D'Oyly Carte. The first production will be either "The Mikado" or "The Yeoman of the Guard", the estimated cost will be in the neighborhood of six hundred thousand dollars per picture, and Technicolor may be the order of the day. The songs have all been retained "as is" and no new dialogue has been added. It is possible that the leading tenor may be imported from the States (my personal bet is Nelson Eddy).

Samuel Goldwyn's "Hurricane" Big $16,000 In 5th and Final Week, Rivoli, N.Y.

Strand Theatre to be Completely Renovated

Kirkland Lake, Ont.—The Strand Theatre here will close next week end for a considerable period of time, during which extensive alterations will be made to the house. Twenty-five feet of land has been purchased from the Township, and the present Strand lobby will be extended 25 feet, taking in the present Dominion Bank premises. Stage and floor will be lowered, and the seating accommodation will be increased from 700 to 1,000. Chairs with Dunlopillo cushioned seats upholstered in red velour, with the new type of spring rubber arm rests will be installed. A large two-way neon electric sign will be put up, and the entire front, which is to be finished in cut stone, will be floodlighted at night. Ladies' and gentlemen's lounges will be installed on a mezzanine, and new carpeting will be laid throughout.

Theatre Actions Dismissed

Montreal, Que. — Actions taken against Raymond Berzan of the Centre Palace Theatre, and Joseph Cytrynbaum of Perron Hall, were dismissed by Recorder Semple here, on a ruling that authorization by the Attorney-General of Quebec was necessary for the actions, and had not been obtained. The actions were taken on the charge that the defendants had permitted children under the age of 16 years to attend performances in their moving picture houses. Despite this ruling, it is understood that the City of Montreal will proceed with its case against six other cinema operators, on the same charge.

Shellbrook Theatre to be Remodelled

Shellbrook, Sask. — Previously used exclusively for moving pictures, concerts and meetings, the Shellbrook Theatre is to be remodelled and made available for meetings, concerts, dances and social gatherings. The Elks Lodge has recently taken over the management, and announce that moving pictures will continue to be shown regularly.

Contracts Placed

Rouyn, Que.—Contract for plumbing, heating, sheet metal work and plumbing fixtures, for addition and alterations to the Alexander Theatre, Main Street, has been let to L. P. Morin, Noranda. Tony Allevato is the owner of the theatre.

CONKLIN IN WINNIPEG

By J. J. CONKLIN

FILMS censored in the province of Saskatchewan in the fiscal year ending April 30, 1937, numbered 10,664 according to the report of the theatres and cinematograph branch of the Saskatchewan government in the legislature.

Of this number, 10,610 were censored at Winnipeg and 54 at Regina. Thirty nine films were seized during the period. Theatres licensed totalled 391; public halls licensed 514 and operators examined 55; movie picture operators licensed, 292.

"Naughty Marietta" Sets Record

IT means some record or other for a moving picture in Calgary, Alta., holding over of , "Naughty Marietta", at the Tivoli the week of January 17. This film of two seasons ago, which has played over a dozen engagements in the city since its release, becomes more popular as it ages. That it can be revived and enter its second week at this popular suburban house means but one thing, patrons must be going to see it over and over again.

Only one other film ever came near this record in Calgary and that was a muscial, "Viennese Nights".

Screeno to be Introduced

SCREENO, which has been packing the customers into theatres throughout the United States for some time, will be in full swing in Winnipeg shortly.

Recognizing the popularity of Bingo, several theatre managers in Winnipeg have listened with unusual attention to salesmen from an American firm which owns the rights to the new game.

Screeno, in fact, is similar to Bingo in every respect. Patrons, when purchasing tickets for the latest double feature, will receive at the box office a large card, covered with numbers.

Half-way through the programme, the lights will be turned on and numbers will flash upon the screen.

As each number appears, customers will check off the numbers on their card with a pencil. First person with a card marked in the correct manner shouts "screeno", and if there has been no error in his checking, he is the winner.

"The police have received no complaints regarding the game being played here," the deputy chief said. I doubt very much if the game will find favor here among the exhibitors as, being business men, they are not likely to start anything that is contrary to the criminal code of Canada.

Owen Sound Houses Get New Seats

Owen Sound, Ont.—Mr. Chris Georgas, owner of the Savoy and Classic theatres here, has made considerable improvements in the two houses. The aisles and foyer of the theatres have been newly carpetted, and velour seats will be installed in both houses.

Scenes from the RKO Radio picture, "Wise Girl", starring Miriam Hopkins, with Ray Milland, Guinn "Big Boy" Williams, Henry Stephenson, Walter Abel, Alec Craig, Richard Lane, Betty Philson, Marianna Strelby and Roger Drake. Directed by Leigh Jason.

Washington Film Digest

By GEORGE W. MEHRTENS

WASHINGTON, D.C., Feb. 14—(CTP)

ONE of the most interesting reports out of Washington —which has a plentitude of such tomes — was issued last week by Nathan D. Golden, chief of The Motion Picture Division, United States Department of Commerce on Motion Picture Theatres throughout the entire world.

A startling decrease of 6,282 theatres was noted in the report, attributed by Mr. Golden to Soviet Russia. Of keenest interest to the Dominion were the figures compiled by The Bureau of Foreign and Domestic Commerce showing Canada with a total of 1,089 theatres, all wired for sound.

There were approximately 89,097 motion picture theatres throughout the world, Golden stated on January 1, 1938, compared with 97,379 on January 1, 1937. Nearly every geographical region, with the exception of Russia, showed an increase, Mr. Golden states. In Europe there was a total of 59,187 theatres, of which 34,819 were wired for sound. Latin America also showed a slight decrease, having 5,175 theatres on January 1, 1938, of which 4,355 were wired for sound, compared to 5,292 theatres the previous year, representing a decrease of 118 theatres.

The Far East showed an increase of 293 theatres in operation and 482 additional theatres wired for sound during 1937.

The report develops Canada's figures stating that the 1,089 theatres in operation represents an increase of 56 theatres, all wired for sound compared to 1,033 theatres in January 1, 1937.

Trade estimates for January 1, 1938 show that 17,000 motion picture theatres with a seating capacity of 10,720,400 persons, were in operation in the United States, all wired for sound. This is an increase of 742 either new or reopened theatres during the year 1937. Comparative figures for January 1, 1937 showed 16,258 motion picture theatres with a seating capacity of 10,440,632, in operation. Mr. Golden states in his report that 70 percent of all screen time throughout the world was consumed by American motion pictures.

Senate Moves on Block-Booking Bill

ON Wednesday, February 9th, the Senate Interstate Commerce Committee took long delayed action on Senator M. M. Neely's anti-block booking measure, ordering it to be reported on favorably.

The Neeley measure prohibits compulsory block booking by motion picture distributors, or the leasing of a lesser number without a proportionate reduction in price, and makes it unlawful knowingly to transport in interstate commerce films so leased, and requires distributors to furnish prospective lesses with a true synopsis of each film over 2,000 feet.

With the Senate calendar already heavily overcrowded it is impossible to tell when the bill will come up for a vote — if at all this session. Meanwhile it is expected that the Committee's approval will stir the House Interstate and Foreign Commerce Committee, handling Congressman Pettengill's companion measure to some like action.

House Hearings on Art Bill

LEADING lights of dramatic mediums appeared last week before the House Committee on Patents to support the Sirovich Bill creating a department of Art, Science and Literature. The hearings brought to the foreground the controversial question of the Motion Picture Industry absorbing talent from the legitimate stage. Burgess Meredith, one of America's leading stage actors and acting president of Actors Equity declared that it was his opinion that the Motion Picture and Radio Industries were large contributing factors toward the decline of the American Stage. "The Motion Picture Industry with its huge financial backing has forced the legitimate stage to find new fields. The Motion Picture Industry through its offers of large salaries has almost drained the legitimate stage of its finest talent."

Others supporting Meredith's contentions included Blanche Yurka, screen and radio star, as well as the legitimate theatre, Morris Watson, American Newspaper Guild, Brock Pemberton, Frank Gilmore, Erskine Caldwell, William Fineberg, Chet Lemour, and A. F. Brinkerhoff.

Boost in Movie and Theatre Revenues

REVENUE from motion picture theatres, the legitimate stage and places of amusement took a better than two and a half million dollar jump during 1937 over 1936, the Treasury Department announced today through the Bureau of Internal Revenue.

The Treasury Department stated that the tax receipts for 1936 totalled $18,457,482.07 as compared to $20,974,031.33 for the year 1937. The gain of $2,516,549.26 represents the increased spending of the American public in the amusement centers of the nation.

The metropolitan area of New York contributed heavily to the increase. According to the figures New Yorkers contributed a total of $6,546,147.00 during 1937 as compared to $5,930,073.02 in 1936.

"THE GOOD EARTH"

"Dear Miss Lewis:

Referring to the best picture that we played at the Lansdowne for the month of January, I consider 'The Good Earth', with Paul Muni and Luise Rainer as a stand-out. Far be it from me to offer my reasons why this picture was the best we played, when the critics have acclaimed it one of the best for the year.

Kindest regards,
HARRY ALEXANDER,
Manager, Lansdowne Theatre, Toronto."

Theatre Equipment and COMPLETE SUPPLIES

Projectors and Parts.
Motor Generators.
Sound Screens.
Lenses, Carbons, etc.

Coleman Electric Co.
258 Victoria St.
TORONTO, ONT.

EVERYTHING FOR THE THEATRE FROM SHEET TO STREET

Warner's "Gold Is Where You Find It" Nice $27,000, 1st Week, Strand, N.Y.

Notes from the Maritimes

By ALICE T. FAIRWEATHER

SAINT JOHN, N.B.

CONGRATULATIONS are being extended to Mr. and Mrs. Gerald Hoyt upon the birth of a son recently. Mr. Hoyt is manager of the Empire-Universal Films Ltd. in Saint John, N.B.

Mr. Leslie Kerr of the Twentieth Century-Fox Film Corporation has been ill, and had to spend some time in hospital.

Miss Ray Shenk of Vitagraph Limited staff, has been absent for some time through illness as has also Miss Lillian Bromfield of the United Artists Corporation staff.

A former member of the New Brunswick Board of Censors, Mrs. A. C. D. Wilson, gave the Film Convenors report at the annual meeting of the Saint John Local Council of Women. Mrs. Wilson congratulated the Industry upon the improvement in pictures but spoke very strongly against present day trends in literature and pointed out that these would have their influence upon future film productions, as so many of the motion pictures took their plots and their general impressions from the "best sellers" of today. The indictment of modern novels and magazines was a very sweeping one and the entire report showed study and an alertness to present conditions.

The Princess Theatre, Saint John, N.B. (The Saint John Amusement Company), has recently inaugerated a series of midnight shows on Sunday nights with a policy of first runs. These were opened with "Sweetheart of the Navy", a Grand National picture, distributed here by Sam Jacobs. Vaudeville and pictures made up an appreciated programme.

Mr. and Mrs. J. M. Franklin sailed recently from Saint John, for a two months visit to England and probably to the South of France. Mr. Franklin plans to spend some time visiting among the English Motion Picture studios.

Charles Staples of the Queen Theatre, St. Stephen, was a visitor in Saint John last week.

Mr. Louis Rosenfeldt of the Montreal exchange, Empire-Universal is spending some time in the Maritime Territory, with headquarters at the Saint John office of which Mr. Gerald Hoyt is manager.

At the annual meeting of the de Monts Chapter, I.O.D.E., the Film Report was given by Mrs. William Pugsley, a member of the New Brunswick Board of Censors.

NEW GLASGOW, N.S.

CONGRATULATIONS are being extended to Mr. H. W. Mason of the Roseland and Academy Theatre, New Glasgow, N.S., upon his being re-elected to the office of Mayor of New Glasgow. This will be Mr. Mason's fourth term as Mayor of New Glasgow and his election is by acclamation. His many friends will wish him good luck and feel that the town of New Glasgow deserves congratulations. Mr. Mason will leave shortly for the Southern States where he spends the winters.

BLACK'S HARBOUR, N.B.

AN event of interest in the history of Black's Harbour was the opening of a theatre which will fill a long felt want in the lives of the inhabitants of this place. The new Strand, which was opened on February 4th, was built by Connors Bros. in order that their employees might have entertainment and relaxation.

The theatre seats 320 and is of the latest type of construction. Its interior is finished in two tone Tentest with Douglas Fir trimmings. The stage openings are finished in the same materials, in modernistic style. The heating and cooling systems are thoroughly up to date. The lighting fixtures are modernistic of the semi-direct type, aluminium, trimmed with chromium. The lobby is done in two-tone Tentest and Travestine with doors of chromium. The building is one storey in the auditorium and two storeys at the front which contains the lobby downstairs and the office, projection and work rooms on the second floor. The projection room is entirely up to all requirements of fireproof regulations. There are four exits to the theatre.

Draperies, supplied by the Curtain and Drapery Shop in Saint John, are in blue velour with gold trimmings and fringes.

The projection equipment was supplied by the Maritime Theatre Equipment Company of Saint John and uses the new senior strong 10-1-4 inch reflector arc lamps and extended range sound equipment, and Kaplan projectors. Installation was made by L. A. and A. C. Sprague of Saint John who will also operate the theatre. Messrs. Sprague also operate the newly-named Capitol at Saint George, N.S., formerly called the Opera House. Messrs. Sprague have the best wishes of many friends for success in this new undertaking. The opening picture was the M-G-M feature "Thoroughbreds Don't Cry" with as extras, Deanna Durbin in "Every Sunday" and an "Our Gang" comedy.

STELLERTON, N.S.

MR. FRANK SOBY of the Jubilee Theatre, Stellerton, N.S., has been elected Mayor of Stellerton, and is being congratulated upon his new position. Mr. Soby is also manager of the Roxy Theatre at Westville, Nova Scotia.

FREDERICTON, N.B.

W. W. O. FENETY of the Capitol and Gaiety Theatres, Fredericton, New Brunswick, has been spending some months in the Southern States.

GRAND FALLS, N.B.

IMPROVEMENTS are being made on the Opera House at Grand Falls, New Brunswick of which R. R. Kertson is manager.

MONCTON, N.B.

JACK BUTLER of the Imperial Theatre, Moncton, New Brunswick, paid a recent visit to Saint John.

SPRINGHILL, N.S.

LLOYD MASON, who has been managing the New Capitol Theatre at Springhill, Nova Scotia, is undergoing medical treatment at Boston, Mass.

Columbia Declares Dividend

Columbia Pictures Corporation announces that the Board of Directors, at its meeting held recently, declared a quarterly dividend of 25c per share on the Common stock of the Company, payable April 1st, to stockholders on record March 18th.

"Goldwyn Follies" Big Draw At Aldine, Philadelphia, With $18,000 1st Week.

Two-Minute Biography

Samuel Korman

SAMUEL Korman, manager of the Noranda Theatre, Noranda, Que., was born in Englehart, Ont., in 1907. Began his connection with the theatre in Englehart at the age of 12, later opening the Broadway Theatre in Haileybury, Ont., and three years later the Classic in Cobalt. Five years in real estate business at Kirkland Lake was enough for Sam, and last year he returned to his first love as Manager of the Noranda. Next month he will open the Capitol Theatre, in the adjoining town of Rouyn. The Capitol will have a seating capacity of 750, and is considered the last word in theatre construction.

January Paid Subscribers

THANKS, Exhibitors, for your paid subscriptions to the Digest, received during the month of January.

Raymond Allen, Hollywood Theatre, Toronto—1 year.
T. R. Porter, Community Hall, Gore, Ont.—1 year.
P. C. Polenske, Royal Theatre, Fort Frances, Ont.—1 year.
R. Bull, Regent Theatre, Collingwood, Ont.—1 year.
Mrs. B. K. Moore, Moore's Theatre, Grimsby, Ont.—3 years.
M. T. Craig, Palace Theatre, Ridgetown, Ont.—3 yrs.
H. Simons, Palace Theatre, Matachewan, Ont.—1 yr.
Alexander Simard, Cinema de Paris, Magog, Que.—1 year.
L. Straw, Capitol Theatre, Calgary, Alta.—1 year.
James de Zieuw, Napier Theatre, Drumheller, Alta.—1 year.
Ken K. Bishop, Central Films Ltd., Victoria, B.C.—3 years.
George Cook, Regent Theatre, Picton, Ont.—5 years.

Let us add your name to our February list of subscribers to be published at the end of the month. A 1 year's subscription to The Digest, costs you only $2.00, a 3 years' subscription, $5.00. Be a Paid Subscriber!

IT IS TO LAUGH

By MERRIL LEA

THE power of the Movies? No — a case of slander! "London — Two nurses who boasted how they put their little charges to sleep with coal gas and aspirin so that they could go to the movies with their boy friends have been arrested here.

The woman who overheard the nurses' boasts on a London bus followed one of them home and informed her employer. One baby was found to be suffering from gas poisoning and the other from an overdose of aspirin."

It was never intended that Movies should be used as an alibi for mistreatment of children, just because a couple of girls wanted to see their boy friends.

* * *

Modern Romances—
"I love you."
"How nice."
"But I am poor."
"How romantic."
"But I want you to be my wife."
"How stupid."

* * *

No doubt about it — Samuel Goldwyn is one Showman!

He also knows how to pick picture titles, for instance "The Hurricane". Understand he went into conference with Mther Nature and planned front-page "hurricane" publicity.

To make the tie-up authentic, they both "went-over".

* * *

Catchline RKO ad "Bringing Up Baby".

"They had to have a 'baby' in a hurry — this timid college Prof. and the dizzy society dame."

How the order changeth!

* * *

London-born Bob Gregory, the European wrestling champion, who has played in several British pictures, and whose aim is Hollywood, when queried by The Digest upon his arrival in Toronto, said,

"I consider Alfred Hitchcock the best English director; Paul Czinner and Sidney Howard are also very good."

"But," I asked, "What about Alexander Korda?"

"He's a good spectacular director," said Mr. Gregory, "He has colour and imagination — you know he was born in Hungary."

After the last statement I asked in a rather dubious tone, "Did you say you were English, Mr. Gregory?"

* * *

When the film scribes give a picture a half star—it must mean that the meteor showed a fizzling out.

Scenes from the Warner Bros.' production, "Hollywood Hotel", starring Dick Powell, with Rosemary and Lola Lane, Ted Healy, Hugh Herbert, Louella Parsons, Benny Goodman and his band, Raymond Paige and his orchestra, Jerry Cooper, Frances Langford, Mabel Todd, and Ken Niles.

Shooting the Stars

"CONFEDERATE NAVAL ACADEMY" is the tentative title of a story by Tom Reed and Stuart Boylan, which has been purchased by METRO-GOLDWYN-MAYER for screen production . . . with VICTOR MOORE, rotund funster, in his first starring screen role, "THIS MARRIAGE BUSINESS", has just gone before the cameras at RKO RADIO; ALLAN LANE and VICKI LESTER will play the romantic leads . . . WALTER WANGER announced this week that JOHN CROMWELL, who directed "Prisoner of Zenda", has been selected to direct CHARLES BOYER in "ALGIERS"; picture will be released by UNITED ARTISTS . . . BETTE DAVIS, her role in "JEZEBEL" completed, has been assigned the starring part in "COMET OVER BROADWAY", which will go into production at the WARNER BROS. studios early in March; story is based on the novel by FAITH BALDWIN which appeared in Cosmopolitan Magazine . . . . RAYMOND WALBURN has been borrowed by 20th CENTURY-FOX from Columbia for a featured role in "BATTLE OF BROADWAY", which will co-star VICTOR McLAGLEN, BRIAN DONLEVY and LOUISE HOVICK . . . . LIONEL BARRYMORE has been engaged by COLUMBIA for the much coveted role of "Grampa Sycamore" in the FRANK CAPRA production, "YOU CAN'T TAKE IT WITH YOU"; Robert Riskin will adapt the George S. Kaufman and Moss Hart prize play . . . MARGARET SULLAVAN, stage and screen star, has signed a long term contract with M-G-M; she will return to the screen in the feminine lead of the ERICH MARIA REMARQUE story, "THREE COMRADES", in which she will be teamed with ROBERT TAYLOR and ROBERT YOUNG . . . shooting will get under way on WARNER BROS.' "THREE CHEERS FOR THE IRISH", within two weeks, according to a studio dispatch; PAT O'BRIEN and MARY MAGUIRE will portray the leading roles . . . J. EDWARD BROMBERG has been assigned by 20TH CENTURY-FOX to a featured role in "KENTUCKY MOONSHINE", musical comedy starring the Ritz Bros.; cast also includes Jack Haley, Tony Martin, Marjorie Weaver, John Carradine, Jan Duggan and Lon Chaney, Jr. . . . IRENE DUNNE and DOUGLAS FAIRBANKS, JR., have completed their RKO RADIO co-starring vehicle, "THE JOY OF LIVING", a Tay Garnett production with Felix Young as associate producer . . . UNIVERSAL has signed PAUL KELLY to play the leading masculine role opposite SALLY EILERS in "NURSE FROM BROOKLYN"; the picture is based on the Liberty Magazine story, "If You Break My Heart", by Steve Fisher . . . "CALL OF THE ROCKIES" will be the release title of CHARLES STARRETT'S COLUMBIA picture, recently completed under the working title of "Outlaws of the Big Bend".

Katharine Hepburn, RKO Radio star, whose latest picture, "Bringing Up Baby", is to be released next month.

Trans - Canada Showings

TORONTO

IMPERIAL
2nd week, "The Buccaneer" (Paramount), starring Fredric March and Franciska Gaal.

LOEW'S
2nd week, "Rosalie" (M-G-M), starring Nelson Eddy and Eleanor Powell.

SHEA'S
"Every Day's A Holiday" (Paramount), starring Mae West, and "Thrill of a Lifetime" (Paramount), with Eleanor Whitney.

UPTOWN
"Happy Landing" (20th Century-Fox), starring Sonja Henie and Don Ameche.

MONTREAL

CAPITOL
"Mannequin" (M-G-M), starring Joan Crawford and Spencer Tracy, and "She Loved A Fireman" (Warners), with Ann Sheridan.

LOEW'S
"Manhattan Merry-Go-Round" (Republic), with Phil Regan and Leo Carrillo, and "Danger Patrol" (RKO Radio), with Sally Eilers and John Beal.

ORPHEUM
8th week, "The Hurricane" (Goldwyn-U.A.), with Jon Hall and Dorothy Lamour.

PALACE
2nd week, "The Buccaneer" (Paramount), starring Fredric March and Franciska Gaal.

PRINCESS
"Bad Man of Brimstone" (M-G-M), with Wallace Beery and Virginia Bruce, and "Love Is A Headache" (M-G-M), with Franchot Tone and Gladys George.

SAINT JOHN

CAPITOL
"Tovarich" (Warners), starring Claudette Colbert and Charles Boyer.

PRINCESS
"No Time To Marry" (Columbia), with Richard Arlen and Mary Astor.

STRAND
"The Perfect Specimen" (Warners), starring Errol Flynn and Joan Blondell.

WINNIPEG

CAPITOL
"The Buccaneer" (Paramount), starring Fredric March and Franciska Gaal.

GARRICK
7th week, "The Hurricane" (Goldwyn-U.A.), with Jon Hall and Dorothy Lamour.

LYCEUM
"Thrill of a Lifetime" (Paramount), with Eleanor Whitney, and "Daughter of Shanghai" (Paramount), with Anna Mae Wong.

METROPOLITAN
"Man Proof" (M-G-M), with Myrna Loy, Franchot Tone and Rosalind Russell, and "Dr. Syn" (G-B), starring George Arliss.

CALGARY

CAPITOL
"Thoroughbreds Don't Cry" (M-G-M), with Mickey Rooney and Judy Garland, and "Counsel For Crime" (Columbia), with Otto Kruger.

EMPRESS
"The Good Earth" (M-G-M), starring Paul Muni and Luise Rainer.

PALACE
"The Buccaneer" (Paramount), starring Fredric March and Franciska Gaal.

STRAND
"The Hurricane" (Goldwyn-U.A.), with Jon Hall and Dorothy Lamour.

VARIETY
"New Faces of 1937" (RKO Radio), with Joe Penner and Milton Berle, and "Charlie Chan on Broadway" (20th Century-Fox), with Warner Oland.

VANCOUVER

CAPITOL
"Happy Landing" (20th Century-Fox), starring Sonja Henie and Don Ameche. Sunday Midnite Preview: "Gold Is Where You Find It" (Warners), with George Brent and Olivia de Havilland.

DOMINION
"The Perfect Specimen" (Warners), with Errol Flynn and Joan Blondell, and "Sergeant Murphy" (Warners), with Ronald Reagan.

ORPHEUM
"Mannequin" (M-G-M), starring Joan Crawford and Spencer Tracy, and "She's Got Everything" (RKO Radio), with Ann Sothern and Gene Raymond.

PLAZA
8th week, "The Hurricane" (Goldwyn-U.A.), with Jon Hall and Dorothy Lamour.

STRAND
"Bad Man of Brimstone" (M-G-M), with Wallace Beery and Virginia Bruce, and "Some Blondes Are Dangerous" (Universal), with Noah Beery, Jr.

10 MASTER PICTURES

From Alexander Korda's London Film Productions Great Studios.

Each a "Class A" Production.

"DIVORCE OF LADY X"

Starring MERLE OBERON in a great technicolor production. A modern romantic comedy.

"RETURN OF THE SCARLET PIMPERNEL"

Successor to "The Scarlet Pimpernel," which broke all Canadian box office records.

"FIRST AND LAST"

Based on Gailworthy's novel. Cast includes Leslie Banks, Vivien Leigh, Robt. Newton.

"ACTION FOR SLANDER"

CLIVE BROOK and strong cast in Mary Borden's sensational novel of London society.

"THE GAIETY GIRLS"

JACK HULBERT in the greatest laugh show of the year. Singing, dancing, music.

"MUTINY ON THE MOUTAINS"

Filmed in England; all in technicolor. Wonderful.

"MURDER ON DIAMOND ROW"

EDMUND LOWE and great cast. Baffling Scotland Yard mystery story.

"STORM IN A TEACUP"

Famous New York stage hit with an all-star cast. Directed by Victor Saville.

"SOUTH RIDING"

A British "State Fair," with all the excitement of the original - - and more.

"FAREWELL AGAIN"

Now making box office records everywhere, with many extended runs. Sensational.

While all these pictures are strictly first-run house productions, they are sure-fire money-getters for every type of Canadian theatre. Wise showmen will need no urging to get dates on these outstanding and crowd-pleasing productions.

Regal Films Limited, *Sole Distributors for Dominion of Canada.*